

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Special Summary Revision of Photo Electoral Rolls, 2014 & National Voters' Day, 2014 – Publicity – Broadcasting of Spots in M/s.98.3 FM, Radio Mirchi, Hyderabad – Payment of bills Rs.4,92,249/- to M/s Entertainment Network (India) Limited, Hyderabad – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 1450

Dated:15-04-2014

Read the following:-

1. Govt. Lr.No.3136/Elecs.E/A2/2013-10, dt:25-11-2013.
2. Govt. Lr.No.3577/Elecs.E/A2/2013-26, dt:20-01-2014.
3. From M/s.98.3 FM, Radio Mirchi, Hyderabad, Invoice Nos. 284408 dt:30-11-2013, 285575, dt:15-12-2013 & 289271, dt:31-01-2014 respectively.
4. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014

ORDER:

In the letter 1st read above, M/s.98.3 FM, Radio Mirchi, Hyderabad Radio Channel has been requested to broadcast 100 radio jingles spots through all stations during prime time in the morning and evening from 28-11-2013 to 07-12-2013 @ 10 jingles per day on DAVP Rate of Rs.400/- per 10 seconds jingle for Hyderabad Station Rs.137/- for each station of Visakhapatnam and Vijayawada for voter awareness campaign in connection with Special Summary Revision of Photo Electoral Rolls, 2014. Accordingly, M/s.98.3 FM, Radio Mirchi, Hyderabad has broadcasted spots from 28-11-2013 to 07-12-2013 @ 10 jingles per day and furnished the bills for an amount of Rs.2,27,192/- (Rs.68,158/- + Rs.1,59,034/-) to M/s Entertainment Network (India) Limited, Hyderabad as per the DAVP approved rates including all taxes and requested for arranging payment.

2. In the letter 2nd read above, M/s.98.3 FM, Radio Mirchi, Hyderabad Radio Channel has been requested to broadcast 100 radio jingles spots through all stations during prime time in the morning and evening from 21-01-2014 to 24-01-2014 @ 25 jingles per day on DAVP Rate of Rs.400/- per 10 seconds jingle for Hyderabad Station Rs.137/- for each station of Visakhapatnam and Vijayawada for voter awareness campaign in connection with National Voters' Day, 2014. Accordingly, M/s.98.3 FM, Radio Mirchi, Hyderabad has broadcasted spots from 21-01-2014 to 24-01-2014 @ 25 jingles per day and furnished the bills for an amount of Rs.2,65,057/- to M/s Entertainment Network (India) Limited, Hyderabad as per the DAVP approved rates including all taxes and requested for arranging payment.

3. After careful examination, Government hereby accord sanction for payment of **Rs.4,92,249/-** (Rupees four lakhs ninety two thousand two hundred and forty nine only) (i.e., Rs.68,158/- + Rs.1,59,034/- + Rs.2,65,057/-) to M/s Entertainment Network (India) Limited, Hyderabad towards the cost of broadcasting 100 radio jingles spots through all stations during prime time in the morning and evening from 28-11-2013 to 07-12-2013 regarding Special Summary Revision of Photo Electoral Rolls, 2014 and from 21-01-2014 to 24-01-2014 regarding National Voters' Day, 2014.

(Contd..2..)

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 104 Charges for Conduct of Elections for Loksabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Loksabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the additional funds provided vide G.O. 4th read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above and credit in favour of **“Entertainment Network India Limited, Mumbai A/c No.00600310002330, HDFC Bank Limited, Fort Branch, Mumbai IFSC Code No:HDFC0000240, MICR Code No:400240015, PAN No. AAACE7796G.**

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O.4th read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL
CHIEF ELECTORAL OFFICER & E.O
PRL. SECRETARY TO GOVERNMENT

To

The Accounts Manager, 98.3 Radio Mirchi, Hyderabad

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER